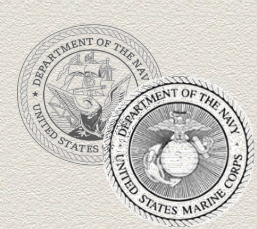


Safety

Preserve Resources ■ Save Lives ■ Improve Readiness

RADM Dick Brooks, USN
Commander, Naval Safety Center

Click It or Ticket Mobilization
11 May 2004



WHERE ARE WE?

***During FY99-04, mishaps
cost the Navy and
Marines \$4.5 BILLION
and 1,155 LIVES!***

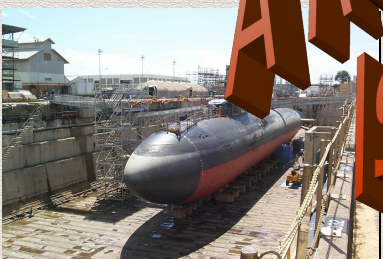
596 Sailors died in FY99-04

551 Marines died in FY99-04

Indirect costs?

- Families***
- Property***
- Futures***

- To this date in FY02, 58 Sailors / 63 Marines died.
- \$408M in mishap costs.
- To this date in FY03, 53 Sailors / 70 Marines died.
- \$622M in mishap costs.
- To date in FY04, 57 Sailors / 46 Marines have died.
- \$664M in mishap costs.

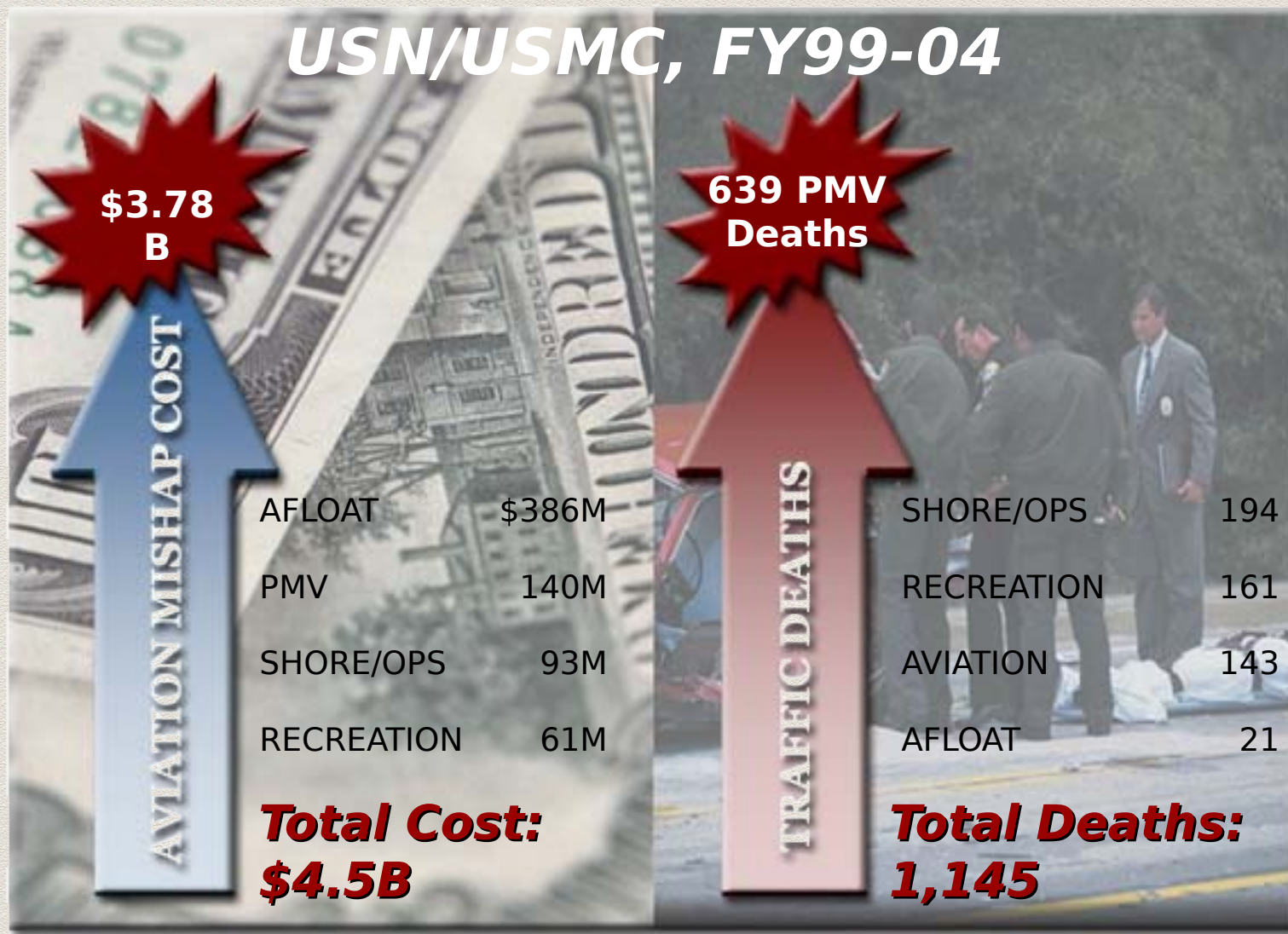


***Safety Is
A Readiness
Issue!***



COST AND DEATHS

USN/USMC, FY99-04



NSC FY04 Data: 28 Apr
04



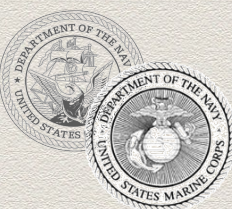
TOO MANY DEATHS

1,101 Sailors and Marines died in FY99-04



**We lose a Sailor, Marine, Civilian
every 43 Hours or 4 per week!**

People - Our Most Precious Asset



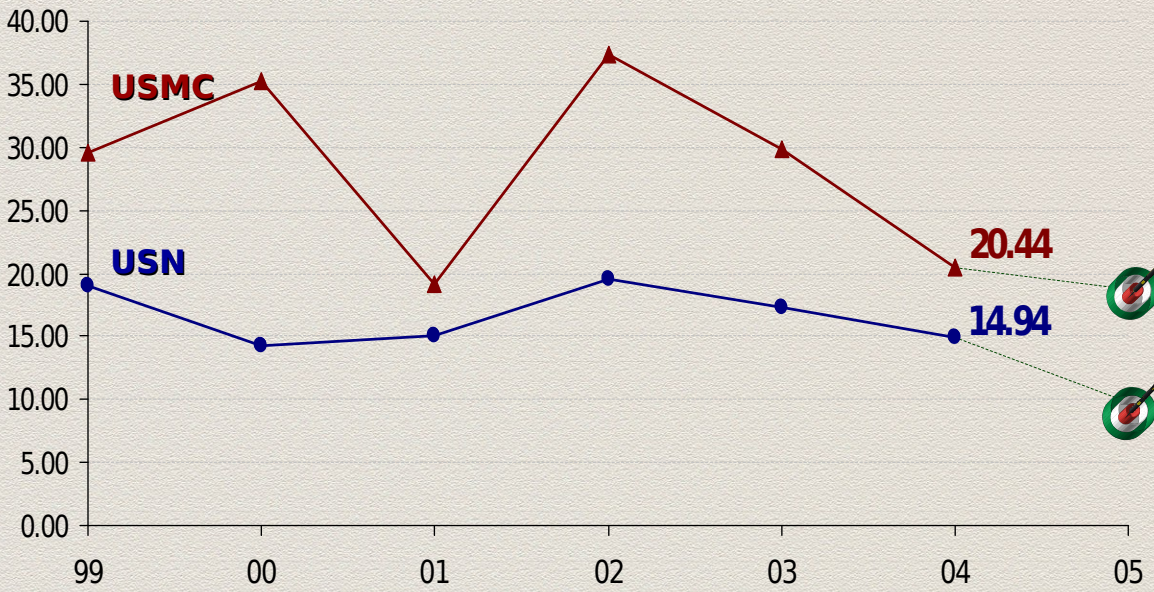
PMV FATALITY RATES

50% REDUCTION BASELINE



USN/USMC FY99-04

Fatality Rates per 100,000 personnel per year

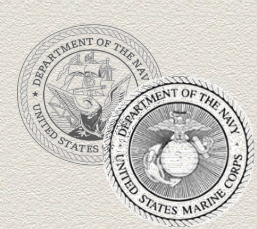


USN/USMC	FY02	FY03	FY04
Total PMV Fatalities	140	119	54
SAILORS	75	66	33
MARINES	65	53	21
TOTAL AVIATION	30	14	9
TOTAL AFLOAT	32	31	11
TOTAL SHORE	78	74	34

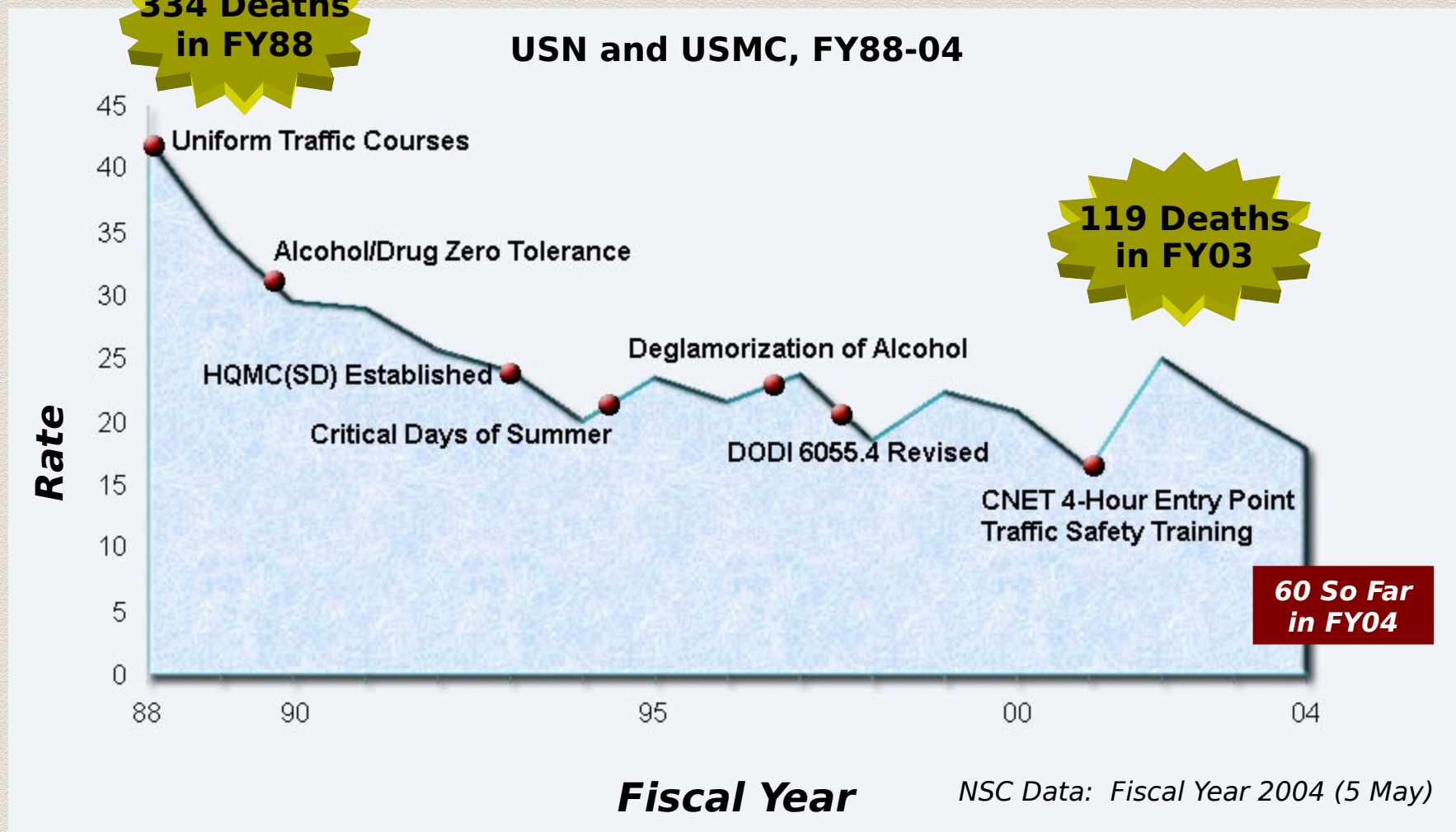
USMC FY05 Goal: 18.70

USN FY05 Goal: 9.74

NSC FY04 Data: 28 Apr 04



PMV FATALITY TREND





How Did Our Sailors and Marines Die?

	238 Sailors & Marines Died in FY02	232 Sailors & Marines Died in FY03
PMV	140(59%)	119(51%)
Off-Duty	32(13%)	32(14%)
Shore/Recreation	28(12%)	26(11%)
Aviation	33(14%)	53(23%)
Shore/Ground/MV	5 (2%)	2 (1%)
Operational		
Surface Ships/Sub/Diving		



SECRETARY RUMSFELD'S CHALLENGE



THE SECRETARY OF DEFENSE
1000 DEFENSE PENTAGON
WASHINGTON, DC 20301-1000

May 19, 2003

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
DIRECTOR, DEFENSE RESEARCH AND ENGINEERING
ASSISTANT SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF
DEFENSE
INSPECTOR GENERAL OF THE DEPARTMENT OF
DEFENSE
DIRECTOR, OPERATIONAL TEST AND EVALUATION
ASSISTANTS TO THE SECRETARY OF DEFENSE
DIRECTOR, ADMINISTRATION AND MANAGEMENT
DIRECTOR, FORCE TRANSFORMATION
DIRECTOR, NET ASSESSMENT
DIRECTOR, PROGRAM ANALYSIS AND EVALUATION
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: Reducing Preventable Accidents

World-class organizations do not tolerate preventable accidents. Our accident rates have increased recently, and we need to turn this situation around. I challenge all of you to reduce the number of mishaps and accident rates by at least 50% in the next two years. These goals are achievable, and will directly increase our operational readiness. We owe no less to the men and women who defend our Nation.

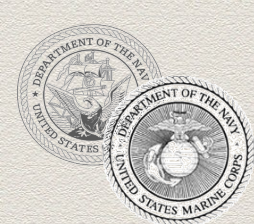
I have asked the Under Secretary of Defense for Personnel and Readiness to lead a department-wide effort to focus our accident reduction effort. I intend to be updated on our progress routinely. The USD(P&R) will provide detailed instructions in separate correspondence.



U06916-03

“World-class organizations do not tolerate preventable accidents. Our accident rates have increased recently, and we need to turn this situation around. I challenge all of you to reduce the number of mishaps and accident rates by at least 50% in the next two years.”

Memorandum from Secretary of Defense, 19
May 2003



WHERE IS MORE ATTENTION NEEDED?

USN - The Largest Challenge: Aviation - Traffic

COST			DEATHS (≈75% PMV & REC)							
	OVERALL	AVIATION	OVERALL	PMV Air Afloat Shore				RECREATION Air Afloat Shore		
FY99-03	\$ 2.4B	\$ 1.9B	539	322	34	127	161	100 54	16	30
FY02	\$489M	\$418M	129	75	13	32	30	21 10	6	5
FY03	\$739M	\$695M	106	66	6	31	29	20 11	4	5
FY04	\$278M	\$271M	46	33	4	11	18	13 7	NSC Data: 28 Apr 04 1 5	

NSC Data: 28 Apr 04

- Investigations
- WESS/MARTRAK
- Surveys
- Media
- Data analysis
- Culture workshops
- Safety awareness campaigns
- Web Sites
- Online culture surveys
- Increased PMV education

1. Leadership Accountability
2. Web-Enabled Navy
3. Education/Training/Culture
4. Analysis
5. Communication/Media
6. Technology

**Fleet, USMC
and NSC
Focus**

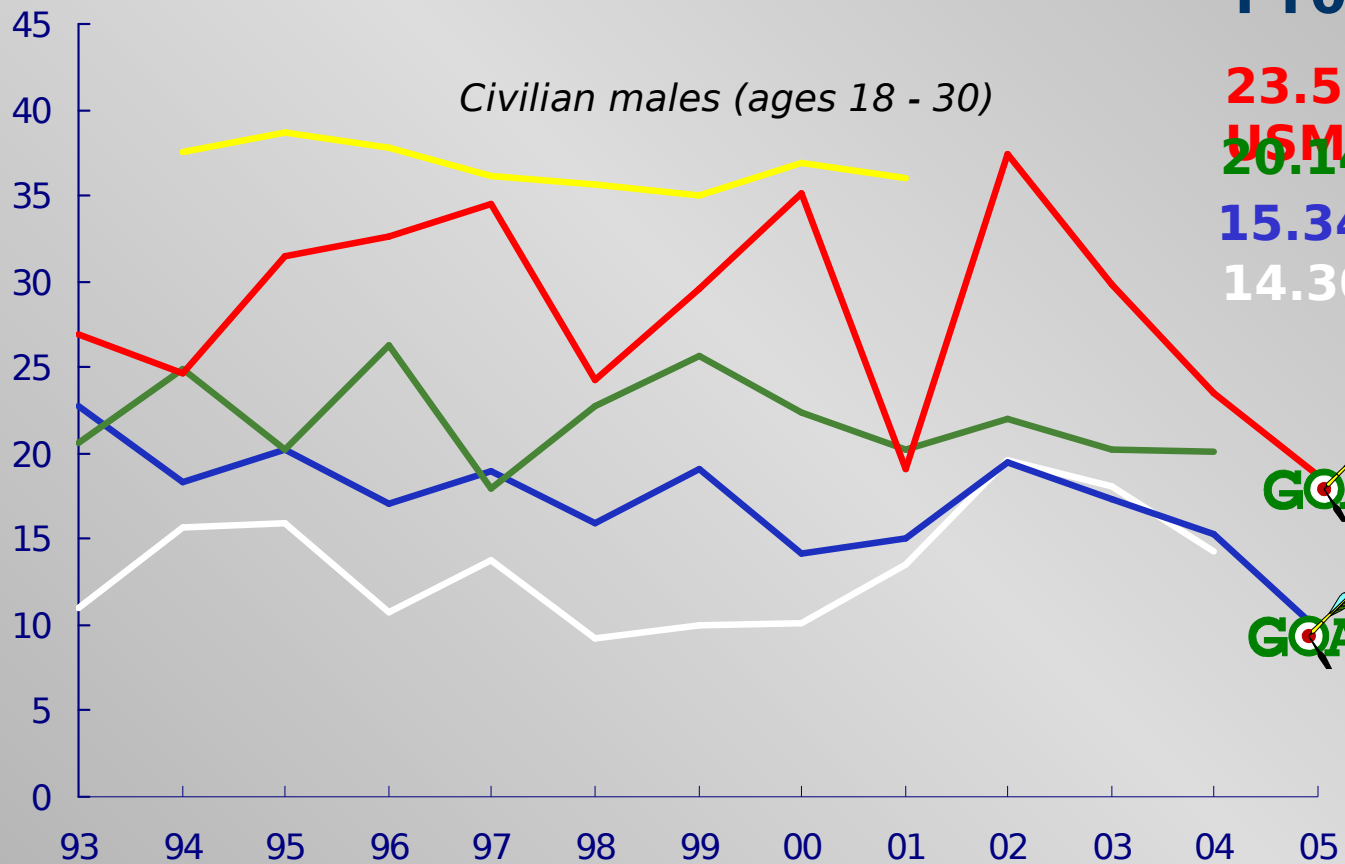
POTENTIAL ADDITIONAL RETURN ON INVESTMENT:

50% reduction will save \$366M and 119 fatalities by end of FY05.
(FY02 vs. FY05)



PMV Death Rates

Rate per 100,000 personnel



FY04 (5 May)

23.56 (25)

20.14 (60) Army

15.34 (35) Navy

14.30 (32) USAF

GOAL

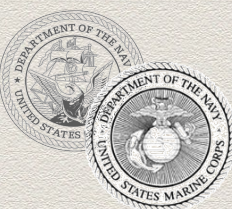
18.70 by FY05

GOAL

9.74 by FY05

FY90-04 (5 May)

NSC Data: Fiscal Year 2004 (5 May)

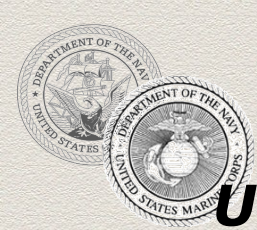


PMV Worst Times

USN

USMC

Day of Week	SAT: 98 (26%)	SAT: 74 (25%)
Time of Day	0200-0259: 40 (11%)	0530-0629 27
Month	JUL: 44 (12%) AUG: 43 (11%)	APR: 35 (12%) JUL: 34 (11%)
Month/Day	JUL 14: 5 DEC 23: 5	DEC 23: 5
Day/Time: 2-hr Period:	SAT 0100-0259: 19	SAT 0330-0529:
16	SUN 0100-0259: 19	SUN 0130-0329:
16	SAT 0030-0129: 12	SAT 0030-0129:
1-hr Period:		
12		



Factors In Traffic Deaths USN/USMC, FY01-03

FY01-03 Deaths:

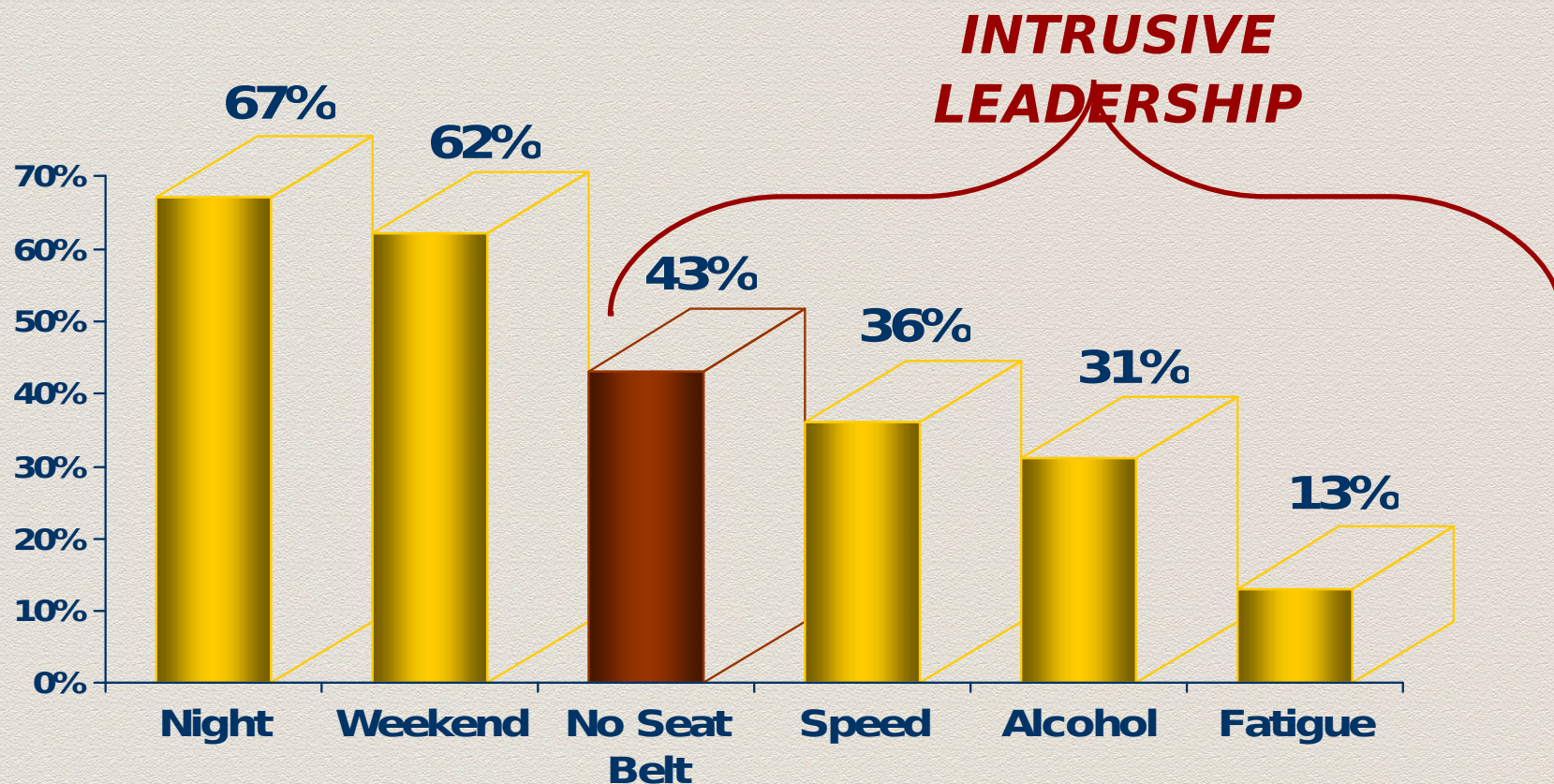
349

FY01: 90

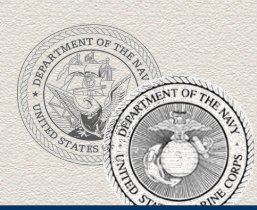
FY02: 140

FY03: 119

FY04 Deaths: 60



NSC Data: Fiscal Year 2004 (5 May)



Traffic Mishaps

The Navy-Marine Corps' #1 Readiness Problem

What We Can Do For You

- **Navy program manager**
- **Program guidance**
- **Surveys/Assist visits**
- **Mishap trends**
- **Certify instructors:**
 - **Motorcycle operators**
 - **Emergency Vehicle Operators Course**
 - **AAA / Driver Improvement Program**
- **Traffic ORM training**

What You Can Do

- **Set example**
- **Educate**
- **Enforce standards**
- **Fund intervention programs**





Traffic Safety

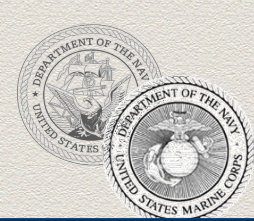


Common Problems

What Is Being Done

- ***No traffic safety coordinator***
- ***No motorcycle, AAA-DIP and/or EVOC training***
- ***No seat belt program***
- ***Mishap reporting deficiencies***
- ***No prohibition on GMV operation when license suspended or DUI/DWI***
- ***Personnel riding in cargo areas of vehicles***
- ***Traffic devices/signs/roadway markings don't meet federal highway specifications***





Motor Vehicle Safety



What We're Doing For You

- **Government agency partnership**
- **Military services partnership**
- **National Traffic Safety Coalition Groups**
- **Fatal Vision Goggles**
- **Click It or Ticket Campaign**

OUR PARTNERS IN SAFETY



USMC
Safety
Division



US Department
of
Transportation



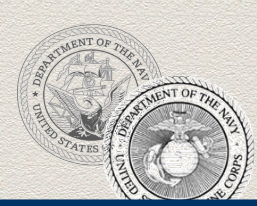
National Highway Traffic Safety
Administration's Lifesaver Conference and
Click It or Ticket Campaign



Fatal Vision
Goggles



National Safety
Council



What You Can Do - These Things Work!

www.safetycenter.navy.mil/ashore/motorvehicle/downloads/toolbox.doc



- ***Leave chit statement***
- ***PMV status board***
- ***Designated driver/CMD transport***
- ***Pre-trip checklist/brief/counseling***
- ***Calling card for emergencies***
- ***Co's PMV policy***
- ***PMV safety quiz***
- ***Safety stand-downs/seminars***
- ***Pre-holiday briefs***
- ***Newcomer orientation/indoctrination***
- ***Leave/ liberty request***
- ***Crash prevention awards program***
- ***Form a Local Authority Partnership***



ATTACKING THE PROBLEM

- **Technology, Resource, Leadership - All make an impact but LEADERSHIP is key**
 - Supervised vs. "Self-Supervised"
 - Risk management
- **Fleet and USMC Awareness and Involvement**
 - Push data and analysis - Media Campaign and WESS
 - Navy and Marine Corps Safety Council
 - DSOC
- **Target Human Error**
 - Human factors approach
- **Realign NSC to better support customer - Sailors, Marines and Civilians**
- **Safety Training - Ownership and standardization**
- **Best Practices - Other services and industry**

CULTURAL CHANGE

Risk Management = Improved Combat Readiness.

PERSPECTIVE

"IN 1968, WE LOST 99 AMERICAN
SAILORS IN USS SCORPION,
WHICH WE THINK OF AS
A NATIONAL DISASTER;
WHILE WE LOST
103 SAILORS AND MARINES
IN PMV ACCIDENTS IN 1998,
AND CALL IT OUR 'BEST YEAR'!"

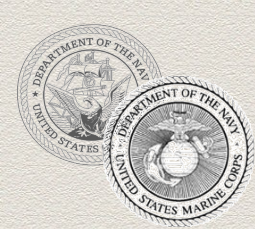
ROBERT B. PIRIE

ACTING SECRETARY OF THE NAVY

20 JANUARY - 24 MAY 2001

WHY DO WE ACCEPT ACCIDENTS?





CONCLUSION

BELIEVE WE CAN GET THERE, BUT...



KEY AREAS



Questions?